

## New World Class Engineered FENESTA UPVC WINDOW SYSTEMS For Modern Office Structures

*The new system has an international look and feel and provides an exciting array of features for all segments of work places that not only make them economical but also viable. Some of these features are: \* Unlike Aluminum, UPVC is a non-conductor; it does not transmit heat. This, in turn, saves energy. In addition, Fenesta's triple sealing system does not allow cold air to escape or warm air to enter. Result: Reduced air-conditioning bills. \*Office owners on busy streets can take advantage of the triple sealing system to completely obliterate noise and dust, thus keeping the outside outside. Fenesta UPVC windows reduce noise by as much as 30 decibels. \* Fenesta UPVC require very low maintenance as they are Termite proof, Fire resistant and self-extinguishing and do not fade or discolor even in the wake of harsh weather conditions. \*They are structurally strong and durable as they are steel reinforced. The strength of the UPVC windows helps in making the office structure more secure.*

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'Home away from home' is what a new age office bearer aspires.

In the present competitive office environment, both the employer and the employees are concerned about the rising level of noise and air pollution in the busy commercial hubs of metropolitan cities that ultimately lead to their ears and souls. They are also in search of aesthetically planned work places that not only add to their comfort in one or more ways but also in turn lead to enhanced productivity.

To address these concerns, Fenesta Building Systems (FBS), a Division of Rs.3,000 crores DCM Shriram Consolidated Ltd (DSCL), has introduced a wide range of Fenesta uPVC (unplasticised Poly Vinyl Chloride) windows and doors especially designed for the lifestyle and health conscious office population in the country.

The new state of the art Fenesta range is designed and developed by FBS purely in India. The new range is adding both comfort and ambience to the modern office atmosphere, which is primarily being dominated by the rising MNC culture in the country. The new Fenesta range of uPVC windows is priced in the range of Rs. 450 to Rs. 600 per sq.ft.

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A recently launched new range of Fenesta Windows have been precision engineered to counter wind loads of upto 3000 Pa (249 Km/hr). This new system is made unique by a special 'Hurricane Bar' to resist heavy winds and a 'Rain Track' that drains rainwater outside thereby effectively preventing it from seeping indoors. The new range offers latest styles like Slider-Casement combinations and Tilt & Turn windows.

The steel reinforced Fenesta UPVC windows and door systems were first launched in India in 2003 in technical collaboration with Spectus Window Systems, UK, a pioneer and market leader having significant presence in US and Eastern Europe.

When vinyl (main component of UPVC) was developed, the scientists were oblivious of the fact that their invention would come to play a vital role in our daily lives-helping make products like UPVC doors/ windows that are simply superior. They were initially launched in Germany and UK between 1960 and 1980, marking the beginning of a new era in the housing and construction segment. Later, the trend spread to France, Italy and the USA and soon caught up with other parts of the world like Middle East, Brazil and China. The world market of steel reinforced UPVC windows and door systems is two-thirds of the total market.

Fenesta is committed to continuously evolving its product range to meet the changing needs of the Indian consumers. In the last four years, Fenesta has set up sales offices in 10 locations across India and fabrication facilities at Bhiwadi, Mumbai, Bangalore, Hyderabad and Chennai with a collective investment of over Rs. 60 crore. Over the next few years, Fenesta plans to widen its national footprint and also cover newer territories across Middle East.

DSCL is a major player in Agri Businesses (Fertilisers, Sugar, Seeds, Agri Retailing), Chemicals, Plastics (PVC Resin & Compounding), Cement and Energy Services. It is headed by Mr. Ajay S. Shriram, Chairman & Senior Managing Director and Mr. Vikram S. Shriram, Vice Chairman & Managing Director, along with a team of highly qualified professionals.

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**Propel Communication Solutions (India) Ltd** is amongst the very few public limited companies in the business of offering quality PR services to a variety of Industry segments. Headquartered in New Delhi, Propel has a pan-India network of its own branches/associates/representatives.

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